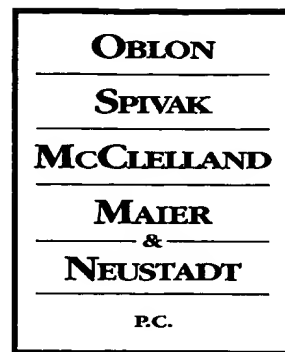




Docket No.: 212732US25

COMMISSIONER FOR PATENTS
ALEXANDRIA, VIRGINIA 22313



ATTORNEYS AT LAW

RE: Application Serial No.: 09/595,677 ✓

Applicants: Raviv LAOR

Filing Date: June 19, 2000

For: METHOD OF AND SYSTEM FOR MANAGING
PROMOTIONS FOR PURCHASE TRANSACTIONS
OVER A NETWORK

Group Art Unit: 3622

Examiner: Gravini, S.

SIR:

Attached hereto for filing are the following papers:

**Request for Issuance of Notice of Allowance
Notice of Allowability (copy)**

Our check in the amount of \$0.00 is attached covering any required fees. In the event any variance exists between the amount enclosed and the Patent Office charges for filing the above-noted documents, including any fees required under 37 C.F.R. 1.136 for any necessary Extension of Time to make the filing of the attached documents timely, please charge or credit the difference to our Deposit Account No. 15-0030. Further, if these papers are not considered timely filed, then a petition is hereby made under 37 C.F.R. 1.136 for the necessary extension of time. A duplicate copy of this sheet is enclosed.

Respectfully submitted,

OBLON, SPIVAK, McCLELLAND,
MAIER & NEUSTADT, P.C.

Charles L. Gholz

Registration No. 26,395

Customer Number

22850

(703) 413-3000 (phone)
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Ronald A. Rudder, Ph.D.
Registration No. 45,618



DOCKET NO.: 212732US25

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

IN RE APPLICATION OF: Raviv LAOR

SERIAL NO.: 09/595,677

GROUP: 3622

FILED: June 19, 2000

EXAMINER: Gravini, S.

FOR: METHOD OF AND SYSTEM FOR MANAGING PROMOTIONS FOR
PURCHASE TRANSACTIONS OVER A NETWORK

REQUEST FOR ISSUANCE OF NOTICE OF ALLOWANCE

DIRECTOR OF THE UNITED STATES PATENT AND TRADEMARK OFFICE
ALEXANDRIA, VA 22313-1450

SIR:

Applicants respectfully request a Notice of Allowance be issued in the above-identified application. A Notice of Allowability was received on February 11, 2004, has a mail date of September 10, 2003, and is dated February 5, 2004 (copy attached). Several telephone calls have been made to the Examiner and Supervisory Primary Examiner in an attempt to get this corrected. To date, no Notice of Allowance has been issued or received.

Applicants believe there are no outstanding fees associated with this request. If these papers are not considered timely filed by the Patent and Trademark Office, then a petition is hereby made under 37 CFR 1.136, and any additional fees required under 37 CFR 1.136 for any necessary extension of time may be charged to Deposit Account 15-0030.

Respectfully submitted,

OBLON, SPIVAK, McCLELLAND,
MAIER & NEUSTADT, P.C.

Charles L. Gholz
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Registration No. 26,395

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22850

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(OSMMN 08/03)

Ronald A. Rudder
Registration No. 45,618



UNITED STATES PATENT AND TRADEMARK OFFICE

UNITED STATES DEPARTMENT OF COMMERCE
United States Patent and Trademark Office
Address: COMMISSIONER FOR PATENTS
P.O. Box 1450
Alexandria, Virginia 22313-1450
www.uspto.gov

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/595,677	06/19/2000	Raviv Laor	56354-018 (LAOL-116/PT)	3948

22850 7590 09/10/2003

OBLON, SPIVAK, MCCLELLAND, MAIER & NEUSTADT, P.C.
1940 DUKE STREET
ALEXANDRIA, VA 22314



EXAMINER

GRAVINI, STEPHEN MICHAEL

ART UNIT PAPER NUMBER

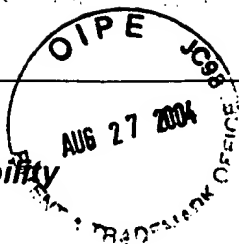
3622

DATE MAILED: 09/10/2003

Please find below and/or attached an Office communication concerning this application or proceeding.

RECEIVED: 2-11-04
OBLON, SPIVAK, MCCLELLAND
MAIER & NEUSTADT, P.C.
DOCKETING DEPT.
Infilms/Dave Docketed: Cox 12-11-04
Type of Resp(s):
Due Date(s):

Notice of Allowability



Application No.

09/595,677

Examiner

Stephen M Gravini

Applicant(s)

LAOR, RAVIV

Art Unit

3622

ML

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address--

All claims being allowable, PROSECUTION ON THE MERITS IS (OR REMAINS) CLOSED in this application. If not included herewith (or previously mailed), a Notice of Allowance (PTOL-85) or other appropriate communication will be mailed in due course. **THIS NOTICE OF ALLOWABILITY IS NOT A GRANT OF PATENT RIGHTS.** This application is subject to withdrawal from issue at the initiative of the Office or upon petition by the applicant. See 37 CFR 1.313 and MPEP 1308.

1. ☒ This communication is responsive to 12-09-03.
2. ☒ The allowed claim(s) is/are 1-27.
3. ☒ The drawings filed on 19 June 2000 are accepted by the Examiner.
4. ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
 - a) ☐ All b) ☐ Some* c) ☐ None of the:
 1. ☐ Certified copies of the priority documents have been received.
 2. ☐ Certified copies of the priority documents have been received in Application No. _____.
 3. ☐ Copies of the certified copies of the priority documents have been received in this national stage application from the International Bureau (PCT Rule 17.2(a)).

* Certified copies not received: _____.

Applicant has THREE MONTHS FROM THE "MAILING DATE" of this communication to file a reply complying with the requirements noted below. Failure to timely comply will result in ABANDONMENT of this application.

THIS THREE-MONTH PERIOD IS NOT EXTENDABLE.

5. ☐ A SUBSTITUTE OATH OR DECLARATION must be submitted. Note the attached EXAMINER'S AMENDMENT or NOTICE OF INFORMAL PATENT APPLICATION (PTO-152) which gives reason(s) why the oath or declaration is deficient.
 6. ☐ CORRECTED DRAWINGS (as "replacement sheets") must be submitted.
 - (a) ☐ including changes required by the Notice of Draftsperson's Patent Drawing Review (PTO-948) attached
 - 1) ☐ hereto or 2) ☐ to Paper No./Mail Date _____.
 - (b) ☐ including changes required by the attached Examiner's Amendment / Comment or in the Office action of Paper No./Mail Date _____.
- Identifying indicia such as the application number (see 37 CFR 1.84(c)) should be written on the drawings in the front (not the back) of each sheet. Replacement sheet(s) should be labeled as such in the header according to 37 CFR 1.121(d).
7. ☐ DEPOSIT OF and/or INFORMATION about the deposit of BIOLOGICAL MATERIAL must be submitted. Note the attached Examiner's comment regarding REQUIREMENT FOR THE DEPOSIT OF BIOLOGICAL MATERIAL.

Attachment(s)

1. ☒ Notice of References Cited (PTO-892)
2. ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)
3. ☐ Information Disclosure Statements (PTO-1449 or PTO/SB/08), Paper No./Mail Date _____
4. ☐ Examiner's Comment Regarding Requirement for Deposit of Biological Material
5. ☐ Notice of Informal Patent Application (PTO-152)
6. ☐ Interview Summary (PTO-413), Paper No./Mail Date _____
7. ☐ Examiner's Amendment/Comment
8. ☐ Examiner's Statement of Reasons for Allowance
9. ☐ Other _____

Stephen M Gravini
Primary Examiner
Art Unit: 3622

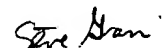
REASONS FOR ALLOWANCE

The following is an examiner's statement of reasons for allowance: the claimed invention with the feature including a commercial server coupleable to a promotion server transferring promotion terms and/or statistical data such that a commercial server user evaluates or promotes promotions related to products or services of at least one manufacturer or retailer is considered to represent a non-obvious improvement over inventor's prior art Laor (US 6,041,309) in view of Scroggie (WO 97/23838). Each of those references is considered to be the closest prior art patent references in the United States and in the foreign arena respectively. The most relevant non-patent literature is reference U, cited in this Office action by the examiner. This considered patentably distinct feature is found in each of the independent claims 1, 12, and 21.

Any comments considered necessary by applicant must be submitted no later than the payment of the issue fee and, to avoid processing delays, should preferably accompany the issue fee. Such submissions should be clearly labeled "Comments on Statement of Reasons for Allowance."

Any inquiry concerning this communication or earlier communication from the examiner should be directed to Steve Gravini whose voice telephone number is (703) 308-7570 and electronic transmission / e-mail address is "steve.gravini@uspto.gov". Examiner can normally be contacted Monday through Friday from 6:00 a.m. to 3:30 p.m. **If applicants choose to send information by e-mail, please be aware that confidentiality of the electronically transmitted message cannot be assured.** Please see MPEP 502.02. Information may be sent to the Office by facsimile transmission. The facsimile transmission telephone numbers for TC-3600 are:

After-final	(703) 872-9327
Official	(703) 872-9306
Non-Official/Draft	(703) 872-9325



STEPHEN GRAVINI
PRIMARY EXAMINER

smg
February 5, 2004

AUG 27 2004

Notice of References Cited

Application/Control No.

09/595,677

Applicant(s)/Patent Under
Reexamination
LAOR, RAVIV

Examiner

Stephen M Gravini

Art Unit

3622

Page 1 of 1

U.S. PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Name	Classification
	A	US-			
	B	US-			
	C	US-			
	D	US-			
	E	US-			
	F	US-			
	G	US-			
	H	US-			
	I	US-			
	J	US-			
	K	US-			
	L	US-			
	M	US-			

FOREIGN PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Country	Name	Classification
X	N	WO 97/23838	07-1997	WIPO	Scroggie et al.	705/14X
	O					
	P					
	Q					
	R					
	S					
	T					

NON-PATENT DOCUMENTS

*		Include as applicable: Author, Title Date, Publisher, Edition or Volume, Pertinent Pages)
X	U	Shopping bots: Intelligent shopper or virtual department store? by Jennifer Rowley from International Journal of Retail & Distribution Managment v28n7 pp297-306
	V	
	W	
	X	

*A copy of this reference is not being furnished with this Office action. (See MPEP § 707.05(a).)
 Dates in MM-YYYY format are publication dates. Classifications may be US or foreign.